

# THE TECH BEHIND THE TARGET



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**E**ver wondered how an ad is placed just on the screen you are about to watch? It all begins the moment you switch your TV on. The smart TV starts an ad delivery process, and when one presses the play button on any content, it creates multiple ad slots, ranging from ads that play in between streaming a show to banner ads on the home screen or loading pages.

The next step follows with advertisers participating in real-time bidding based on factors like location, viewing habits, and content consumption to capture viewers' attention. The system then chooses not only the highest-paid advertisement but also determines which is the most relevant to its viewer. The end of the process is timely-placed ads that would seem to have been arranged in advance.

#### **DELIVERING NON-INTRUSIVE ADS**

No one likes ads that disrupt the viewing process, which is why Connected TV advertising is designed with viewer-friendly technologies, enhancing advertisement effectiveness and experience. AI-based systems identify video content and insert advertisements at natural breaks, such as after an over in a cricket match or a scene change in a show, ensuring smooth, clear, and non-disruptive ad placement.

To further ensure a smooth delivery, ads are pre-loaded in the background when the viewer is already consuming content and minimise fatigue by ensuring that the same ads are not shown to the viewer repeatedly through the process of frequency capping.

#### **THE ROLE OF PERSONALISATION IN MULTI-LANGUAGE CONTENT MATCHING**

With 22 officially recognised languages, India is marking its edge in diversity. According to a report by Bain & Company, 85% of content viewed is non-English, and 30% is in languages other than English or Hindi. OTT platforms are leveraging systems that will detect language behaviour and will present advertisements in the viewer's preferred language. For instance, playing Tamil ads to a Tamil user watching a Hindi movie with Tamil subtitles.

With more than 35 OTT platforms in India, 30+ of which offer regional content, the importance of targeted language-specific advertising is on the rise.

#### **ADVANCE TARGETING AND PERSONALISATION**

A report by FICCI-EY stated that Connected TVs grew to around 30 million, up from 23 million in December 2023, and reached 50 million monthly active sets by the end of 2024. Connected TVs are gaining importance not just because of large screens but also due to their targeting and personalisation features. They are redefining advertising through various methods, and one such is household-level targeting, which means creating a profile based on the user's viewing behaviour.

It goes a step further with contextual AI, which identifies the content mood and setting in real time with the help of audio cues and computer vision. For example, romantic scenes may prompt jewellery ads while action-packed scenes cue gaming promotions.

#### **PERFORMANCE AND ANALYTICS**

Connected TV advertising is enhancing and revolutionising audience engagement by blending traditional TV with precision targeting. Advertisers can present hyper-targeted ads in various languages that enhance the viewer's experience without intrusion. Unlike traditional TV, Connected TV delivers real-time performance tracking with accurate ROI measurement, which makes advertising a data-driven approach and an accountable investment.

As Connected TV continues to evolve and grow, the future of advertising lies in personalisation and customisation, which will resonate with the viewers and will create brand recall. The industry in India is still grasping this next phase of CTV evolution, and there are constant innovations taking place to ensure the CTV ads journey is smooth and seamless, for both advertisers and audiences. With the increase in AI-driven targeting and smart TV penetration, Connected TV will focus on digital precision, which will increase brand engagement and promise a pathway to sustained growth in the future.